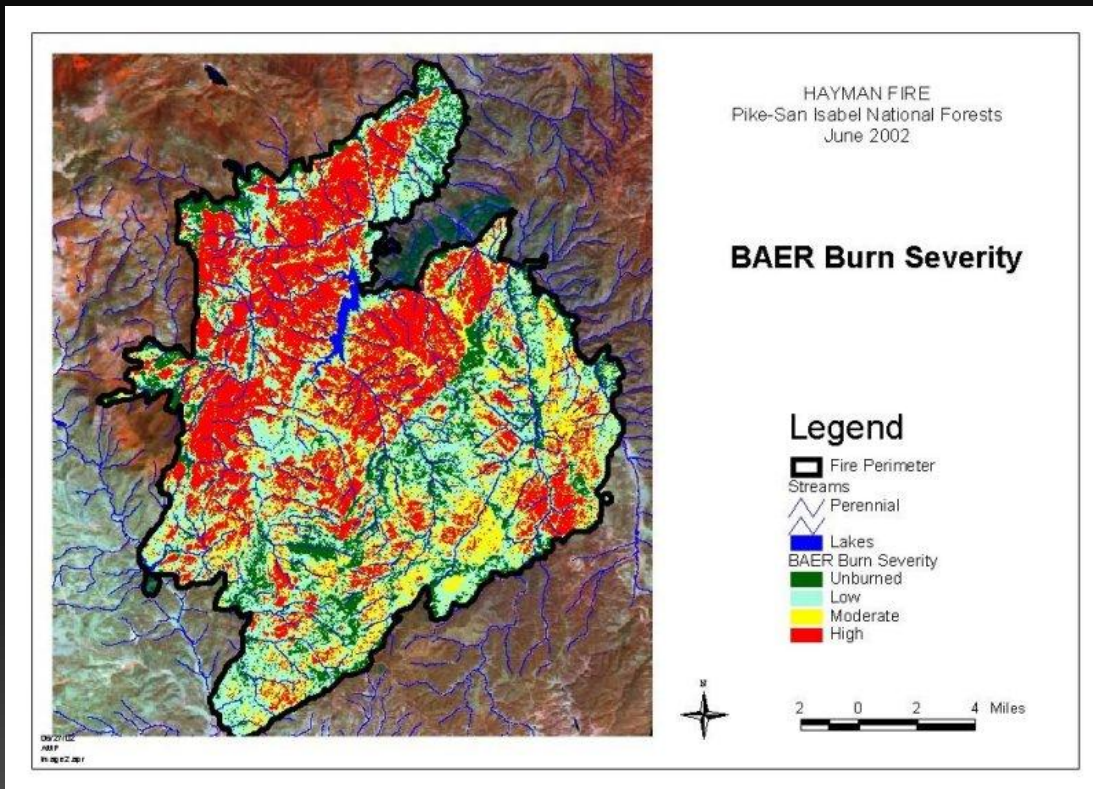


WILDFIRE: How We Communicate



Christopher Dann
Communications Liaison
Air Pollution Control Division

Remember this?



Hayman Fire

June 2002

Largest wildfire
in state history

Approximately
140,000 acres

Nearly a month
to contain

Immediate Challenges (circa 2002)

No Forecasting
Mechanism for
Emergent Events

No Web
Presence
Specific to
Wildfire

Technology!!!

Short-term Response (circa 2002)

Press Conference(s)

Daily Press Releases

Hotline Updates

Creation of Wildfire Webpage
(<http://www.colorado.gov/airquality/wildfire.aspx>)

Visual Scale

Beg – Borrow - Steal

Lessons Learned (Addressing Deficiencies)

Revised Forecasting Protocols
(Wildfire Smoke Health Advisories)

Revised Notification Protocols

Colorado Smoke Outlook
(http://www.colorado.gov/airquality/colo_smoke.aspx)

Communication Objectives

What monitoring
is (and isn't)

- Health Messaging
- Focus on Public Products (Forecasts)
- Do Not Emphasize Data Points!

Direct Traffic to
Web Pages...

- Colorado Smoke Outlook
- Colorado Wildfire Information Webpage

...and Social
Media

- APCD Facebook Page
- APCD Twitter Feed
- County/Local Social Media???

Common Sense!

- What do I see? (Visual Scale)
- What do I smell?
- HOW DO I FEEL?

Outreach Tools

Forecasting Products

- Daily Forecasts
- Colorado Smoke Outlook

Open Communication

- Local
- County
- State

Contact Info...

Christopher Dann
Communications Liaison
Air Pollution Control Division
303-692-3281 (Office)
720-496-7270 (Cell)
christopher.dann@state.co.us